

BioPreferred®

BioBuzz

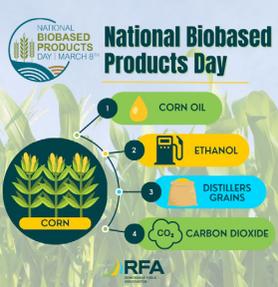
BioBuzzGov

SPECIAL COMBINED ISSUE

In this special combined issue of BioBuzz and BioBuzzGov, we again say “Thank You” for participating in National Biobased Products Day on March 8th!

The widespread adoption and use of the National Biobased Products Day logo along with the hashtags helped build momentum for the day. Some notable highlights:

- We saw a 141% increase in traffic to the BiopREFERRED.gov website during the celebration!
- Videos, social media posts, press releases, product announcements and interviews galore by stakeholders and participants alike!
- Content was posted across Twitter, Facebook and LinkedIn. If you missed any of the posts, simply search the hashtags #celebratebiobased and #biobasedproductsday.
- From Iowa to Baltimore, there were in-person and streaming events featuring industry leaders and USDA RD representatives.
- And, Gov. Kemp proclaimed that March 8 now be known in Georgia as Biobased Products Day. (Next year, we’ll urge every state to do the same.)



## What's Next?

From now until next year’s National Biobased Products Day, we’ll encourage everyone to find biobased alternatives to common petroleum-based products at home and in the office. Join us. **Commit to Switch with the Biobased Buy-In!**

Changing one petroleum-based product to a biobased option makes a difference.

## What are Simple Ways You Can Join the Commit to Switch Effort?

The BioPreferred Program has more than 7,900 biobased products in our Catalog (6,900 of which are USDA Certified Biobased), so there are a variety of options to choose from.

- **Hurt the dirt without harming the planet.** From oven and grill cleaners to disinfectants and spot removers, there are 14 categories of biobased cleaning products in the BioPreferred® Program Catalog to choose from! Check out [our infographic](#) for ideas.



- **Look for sun care that's both gentle on your skin and on the environment.** There are 40 Qualified Sun Care Products listed in our BioPreferred® Program Catalog, 30 of which are USDA Certified Biobased. Check out [our infographic](#).
- **Also look for biobased cosmetics and skincare**—one of the largest categories in our Catalog. From makeup sponges and lip gloss to shampoo, there are many choices.
- **Use biobased products to cultivate planet-friend gardening habits.** We have more than 400 biobased lawn maintenance and agricultural products across 20 categories in our Catalog. Check out [our infographic](#).

### Even Federal Agencies Can Commit to Switch

Work for a federal agency or private enterprise? From cleaners to de-icers, there are lots of ways to replace petroleum-based products with biobased alternatives. Here are some examples to inspire federal and commercial organizations to make the switch...

- **How does your agency clean historic sites and modern facilities?** USDA Forest Service advanced its federal sustainability objectives by including requirements to purchase and use biobased products in 20 janitorial contracts. Read the [case study](#).
- **Does your organization have fleet vehicles?** The FBI tested the performance and cost feasibility of biobased tires made of soybean oil rather than petroleum. It found biobased tires performed better than or equal to traditional tires. Read the [case study](#).
- **If your federal agency has construction or renovation contracts underway**, buy biobased products whenever possible to meet federal procurement mandates and support the use of renewable materials and green building. Check out [our infographic](#).
- **Are your industrial fluids green and clean?** DOE's Y-12 National Security Complex switched to biobased transformer fluid for 20 of its transformers. Biobased fluid reduces fire risk and increases transformer lifetime. Read the [case study](#).

## Earth Day is Just Around the Corner: April 22

According to Earthday.org, the theme for Earth Day 2023 will again be “Invest in Our Planet.” Acting as a continuation of the 2022 campaign, the theme focuses on engaging governments, institutions, businesses, and the more than 1 billion citizens who participate annually in Earth Day to do their part – everyone accounted for, everyone accountable.



The BioPreferred Program launched the *Commit to Switch – Join the Biobased Buy-In* marketing campaign early this year, with the goal of encouraging everyone to find biobased alternatives to petroleum-based products.

It's a commitment that can be made by individuals, organizations, federal agencies and their contractors... with each of us doing our part.

The Commit to Switch campaign aligns well with the core theme of Earth Day 2023, which reminds us that *“In order for a green, prosperous, and equitable future to become a reality, businesses, governments, and civil society must take action against the climate crisis.”*

Joining the Biobased Buy-In – Commit to Switch effort is a way for everyone to take action.

### What Can you Commit to Switch?

As you strive to buy more biobased products, look for the USDA Certified Biobased Product Label. It tells you exactly how much petroleum is in a product. If it's 40% biobased, it's 60% petroleum. If it's 90-100% biobased, the product has very little petroleum.

## In Case You Missed It!



In an interview with Brownfield Ag News on National Biobased Products Day, USDA Rural Development Under Secretary Xochitl Torres Small explained that a biobased product is any product made from plants, trees, or any other renewable agricultural material. “Or even marine plants like seaweed that’s used, so that can be everything from construction materials that are made using a cashew nut or a castor and canola, or cleaning products all the way to tires made from soy,” she said.

Torres Small also noted that at her wedding 10 years ago, she used biobased cutlery. Today, there is an even wider variety of USDA Certified Biobased serving and tableware products to choose from, including plates, bowls, serving pieces, cups, straws, drinkware, trashcan liners, food storage containers and more—suitable for every occasion, including weddings.

Read more and listen to the interview [here](#).

Read a [case study](#) about durable and elegant biobased dinnerware made from bamboo.

## Biobased Products Can Extend Longevity

*The following is an excerpt from an [announcement](#) by the USDA National Institute of Food and Agriculture (NIFA), posted in honor of National Biobased Products Day.*



In addition to developing new bioproducts from crops and other agricultural products, NIFA grantees are exploring new — and sometimes surprising — ways to use biobased materials.

While the benefit of some biobased products is how much more quickly that they can degrade, the value of others can be found in their ability to extend longevity.

One project that proposes to do just that is currently being undertaken by Soylei Innovations, a small business based in West Des Moines, Iowa. With support from NIFA’s Bioproduct Pilot Program, the company is investigating how to [transform high oleic soybean oil into thermoplastic rubber](#) for pavements. This work builds on previous collaborations with Iowa State University and Auburn University.

One application for this technology enables paving with reclaimed asphalt without a need to heat the new paving mixtures, resulting in considerable cost, energy and material savings. According to the company, these biobased thermoplastic rubbers also have the potential to extend longevity of repairs of existing roads.

## Want to stay up to date on what’s happening in the bioeconomy and with our Program?

Click [here](#) to subscribe to BioBuzz and BioBuzzGov. And share with a friend!

